



**Position Title:** Intern, Marketing

**Location:** 635 S. Lafayette Blvd., Suite 123, South Bend, IN

**Reports To:** Liz Folkerts, Manager, Digital Marketing and Public Relations

**Posted:** September 2022

### Internship Details

- Fall internship, with a flexible start and end date
- Hybrid (onsite/remote) office model
- 20 hours/week, hours are negotiable
- This is a paid internship, \$12/hour plus college credit
- Office location in downtown South Bend, free parking

### About Us

The South Bend - Elkhart Regional Partnership is a 501c6 nonprofit regional economic development organization dedicated to advancing the economy in the South Bend - Elkhart region.

South Bend - Elkhart Regional Partnership is a collaboration of the economic development partners from 47 smart connected communities in northern Indiana and southwest Michigan focused on a long-term systemic approach to advance the region's economy by aligning the efforts of various stakeholders around five key areas:

- Educating a world-class workforce
- Recruiting and retaining great Talent
- Attracting and growing high-wage industries
- Promoting inclusion
- Helping entrepreneurs thrive

### Position Overview

Under the direction of the Manager, Digital Marketing and Public Relations, the Marketing Intern will be responsible for assisting with research, social media, website content management, database management, event management, and various other marketing projects. This role is a paid, part-time position. The internship length can also vary based on availability and can be extended upon the candidate's performance. Course credit can be applied to this internship, if applicable at the applicant's college or university.



The goal of this internship is to introduce the intern to a variety of different things in the South Bend – Elkhart Region. Work completed by the intern will help advance the interests of the region, ultimately leading to an increase in per capita personal income for the region’s residents.

### Primary Responsibilities:

*The Marketing Intern will be responsible for various tactical duties, such as:*

#### Digital Marketing

- Monitor social media activity
- Develop direct email communications
- Manage digital ads
- Maintain the organization’s website
- Make recommendations for improvement of content, engagement strategy, and design

#### Research and Metrics

- Collect marketing research information on trends and monitor current marketing activities.
- Research content strategies for reaching various key audiences and markets.
- Maintain both website, applicant tracking system and marketing spend dashboards.

#### Database Management

- Work with the South Bend - Elkhart Regional Partnership Salesforce Administrator team to update and improve our Salesforce processes.
- Responsible for assigned projects that are designed to offer exposure and experience in the Salesforce tool in conjunction with the defined internship program

#### Event Management

- Assist in planning and executing special events both virtual and in-person as needed.

### Training and Experience

As a prerequisite, the successful candidate must believe in the core values and mission of the organization. The ideal candidate will demonstrate the following experience, skills, and personal attributes:

- Undergraduate or graduate student.
- Excellent oral, written, communication and analytical skills.
- Strong attention to detail and ability to perform in fast-paced environment.
- Organized with the ability to multi-task and prioritize projects based on deadlines and requirements.



- An interest in nonprofits, fundraising, marketing, and/or event coordination.
- Experience with Microsoft Office Suite and Salesforce is preferred.
- Experience in website design and/or content management and social media execution required

### Minimum Physical and Mental Abilities:

Ability to exert physical effort in light to moderate activities involving routine stooping, kneeling, crouching, and reaching; ability to lift and carry objects weighing up to 50 pounds.

### Equipment:

This is a hybrid position. Intern will need to use their own computer and cell phone for work-related activities.

### Mathematical Ability:

- Ability to add, subtract, multiply, divide, calculate decimals and percentages, interpret graphs, and measure data.
- Strong analytical mind is preferred

### Language Ability and Interpersonal Communication:

- Ability to communicate effectively and possess basic conflict resolution skills
- Ability to adapt as a part of a team and willingness to grow leadership skills.
- Effective writing and editing skills
- Strong research skills.
- Ability to perform effectively and independently.
- Responsible, organized and provides attention to detail.
- Knowledge of computer and software programs, i.e. Word, Excel, Google Doc., etc.
- Ability to comprehend and correctly use a variety of informational documents.
- Ability to comprehend a variety of reference books and manuals.
- Ability to meet deadlines.
- Ability to operate successfully alone and within groups.

### Environmental Adaptability:

- Ability to serve effectively in an office environment

*This description covers the primary purpose and principal duties of the job. It is not intended to give all details or a step-by-step account of the way each procedure or task is performed.*



### Cultural Competencies and Commitment

- Entrepreneurial spirit
- Exhibits high integrity
- Ability to be proactive and take initiative
- Demonstrated success working in teams
- Hardworking, humble approach to work
- Consistently provides quality results
- Responsible work ethic
- Demonstrated cross-cultural competency
- Highly motivated by challenges
- Value and vision driven
- Positive can-do attitude
- Well organized habits
- Reliable with a ready-to-help disposition
- Positive approach to problem solving

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

The successful candidate must submit to a required background check prior to the first day of employment. A background check may consist of, but not limited to, a criminal history check, employment reference check, social security and address verification, drug tests and an education verification. All qualified applicants will receive consideration for employment without regard to race, color, creed, religion, disability, sex, age, ethnic or national origin, marital status, sexual orientation, gender identity or presentation, pregnancy, genetics, veteran status, or any other status protected by state or federal law.

### How to Apply

E-mail cover letter, resume, and references as attachments to Liz Folkerts at [lfolkerts@southbendelkhart.org](mailto:lfolkerts@southbendelkhart.org), mail to: South Bend - Elkhart Regional Partnership, 635 S. Lafayette Blvd., Suite 123, South Bend, IN 46601. E.O.E.